We Claim:

1. A gas burner comprising:

a) a source of primary air under pressure;

b) an elongate, generally cylindrical sheet metal body, having an inlet end, a closed distal end and a tubular segment extending between said ends;

c) said distal end defining a mounting flange;

d) said inlet end being formed to define a gas orifice holder, said holder mounting a gas orifice element;

e) said inlet end further formed to define at least one primary air opening arranged to admit primary air from said source into said tubular segment;

e) a bluff body located downstream from said gas orifice element and positioned such that gas emitted by said orifice flows along a flow path and impinges on said bluff body, said bluff body formed at least partially by a one dimple formed near said inlet end that projects into said flow path, a center point of said dimple being located downstream of said orifice element; and,

f) a series of flame ports defined in said tubular segment and arranged to create a desired, predetermined flame pattern.

2. The gas burner of claim 1, wherein said flame ports are arranged in a linear pattern and at least some of said flame ports being slot-like in configuration and having an effective size determined by the orientation of a bent tab element that partially defines each of said ports.

3. The gas burner of claim 2, wherein said linear pattern of flame ports comprises three rows of adjacent slot-like openings.

4. The gas burner of claim 1, wherein said bluff structure includes a second dimple positioned in a confronting relation to said one dimple.

5. A method of making a gas fireplace burner adapted to be used with an artificial log assembly, comprising:

a) providing a generally tubular sheet metal body;

b) crimping one end of said tubular body to provide a sealed closure;

c) using a reciprocally movable lancing tool to form at least one row of flame ports along a longitudinal extent of said tubular body;

d) said tool including a tip for piercing said tubular body and forming a downwardly bent tab which determines an effective opening of said port; and,

e) adjusting a length of stroke of said lancing tool as said row of ports is being formed in order to change the depth to which said tool pierces said tubular body thereby changing the effective size of flame ports in predetermined regions of said tubular body.

6. The method of claim 17, further comprising the steps of using said lancing tool to create additional rows of ports in said tubular body.

7. A gas burner comprising:

a) a source of primary air under pressure;

b) an elongate, generally cylindrical sheet metal body, having an inlet end, a closed distal end and a tubular segment extending between said ends;

c) said distal end defining a mounting flange;

d) a gas orifice element mounted at said inlet end;

e) said inlet end further formed to define at least one primary air opening arranged to admit primary air from said source into said tubular segment;

e) a bluff body located downstream from said gas orifice element and positioned such that gas emitted by said orifice flows along a flow path and impinges on said bluff body, said bluff body formed at least partially by a one dimple formed near said inlet end that projects into said flow path, a center point of said dimple being located downstream of said orifice element; and,

f) a series of flame ports defined in said tubular segment and arranged to create a desired, predetermined flame pattern.

8. The gas burner of claim 7, wherein said inlet end is formed to define a gas orifice holder, said holder mounting said orifice.

9. The gas burner of claim 7, wherein said inlet end further defines primary air openings through which air under pressure is admitted to said burner.

10 The gas burner of claim 7, further including additional mixing structure comprising at least one dimple located downstream of said bluff structure for providing additional mixing of said fuel and air.